

ABSTRACT OF THE DISCLOSURE

The invention provides methods and apparatus to entice a viewer of information to the information of a presenter of information so that a viewer of information will intently scrutinize the information that a presenter of information presents. A presenter of information displays address-related information 2 concerning the addresses of other pages where information that is desired by a viewer of information is located, in a portion of an information page 1 in the structure of this information page 1 that the presenter of information wants a viewer of information to view so that these addresses cannot be acquired and learned in a cursory glance.